

Customer acquisition needs a new approach

The universal popularity of online shopping and extended buying cycles is revolutionising the customer purchasing experience. What does this mean? **It's harder than ever to generate new customers.** Here's just some of the ways the market is changing...



40%
OF MARKETERS AND SALESPEOPLE
report that getting a response from prospects has gotten harder.ⁱ



31%
OF BUSINESSES
have to engage with **multiple decision-makers** to move a single deal forward.ⁱⁱ



87%
OF CONSUMERS
think brands need to do more to **provide a seamless experience.**ⁱⁱⁱ



60%
OF MILLENNIALS
expect consistent brand experiences—whether in-store, online or by phone.^v



54%
OF UK CONSUMERS
feel more loyal to brands that show a deep understanding of their **preferences and priorities.**^{iv}



89%
OF BUSINESSES
are soon expected to compete mainly on customer experience.^{vi}



6/10
CUSTOMERS



cite surprise rewards as a reason they **stay loyal to a brand.**^{vii}

As the market continues to evolve, creating new business might seem like an impossible challenge, but it doesn't have to be. To improve customer retention and acquisition, show prospects that you respect their interests. How? Empower them to spend it well with an **M&S gift card, and make everyone happy.**

Get in touch with your **Account Manager, Amelia** today.

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1 <https://research.hubspot.com/customer-acquisition-study>
2 <https://research.hubspot.com/customer-acquisition-study>
3 <https://www.cp2experience.com/customer-experience-stats-2018/5053/>
4 <https://www.wantedness.com/>
5 <https://iterable.com/blog/34-essential-omni-channel-marketing-stats-you-need-to-know/>
6 <https://blogs.gartner.com/jake-sorofman/gartner-surveys-confirm-customer-experience-new-battlefield/>
7 <https://cx.sap.com/en/gmc55-the-global-2017-sap-hybris-consumer-insights-report>